



Pernod Ricard

82-3361

September 7, 2004



AP/CE/N°303.2004

**SECURITIES & EXCHANGE COMMISSION**  
**Office of International Corporate Finance**  
450 Fifth Street, N.W.  
WASHINGTON, D.C. 20549  
USA

RECEIVED  
2004 SEP 20 A 10:01  
OFFICE OF INTERNATIONAL  
CORPORATE FINANCE

SUPPL

For the attention of Mrs Felicia KUNG

**Subject : Exemption Request for ADR's under Rule 12g3-2 (b)**

Dear Mrs KUNG,

You will find, here enclosed, a press-release concerning our Company and delivered to the French Market.

Wishing you a good receipt of this document,

Yours sincerely,

Antoine PERNOD

PROCESSED  
SEP 22 2004  
THOMSON  
FINANCIAL

llw 9/20

Encl. : 1 page



Pernod Ricard

**PRESS RELEASE**

**Paris, France**

**6 September 2004**

**Share buy back**

In accordance with the authorisation given at the Shareholders' meeting of 17 May 2004, Pernod Ricard states that the share buy back process has started.

As per September 2004, 1,569,293 shares have been bought back at an average price of €101.54. Among them, 569,293 are intended for a future stock option plan.

***For more information, please contact:***

Francisco de la VEGA, Communications VP,  
Patrick de BORREDON, Investor Relations VP,  
Florence TARON, Press Relations Manager,

Tel: +33 (0)1 41 00 40 96  
Tel: +33 (0)1 41 00 41 71  
Tel: +33 (0)1 41 00 40 88

or visit our web site at [www.pernod-ricard.com](http://www.pernod-ricard.com)